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UNITED STATES DEPARTMENT OF AGRICULTURE
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SYNOPSIS

FARMERS FACE THE FUTURE

FARMERS FACE THE FUTURE is divided in two parts, the first section showing the job American agriculture accomplished during the war. The second is concerned with the problems the farmer will face in the post-war world, such as re-adjustment to peace-time economy, soil conservation and other land-improvement practices, increased mechanization, advances all along the frontier of farm-science of which the farmer must keep abreast, and certainly not the least among these post-war problems - - the question of markets.

Primarily, the object of the film is to remind farmers that they were able to accomplish their colossal war-time production because they had established goals toward which to work. It is shown that peace-time goals are just as essential if the individual farmer is to produce the quality and the quantity demanded by the peace-time markets.

As is so necessary in an active democracy, individual initiative is the vital ingredient in the post-war picture. Goals for peace-time production may be estimated in Washington, but the farmer, himself, is asked to avail himself of information, asked to communicate with his local committeemen and county agent, agricultural college, and farmer neighbors in mapping out the future of his own farm and its products. In conjunction with this line of thought FARMERS FACE THE FUTURE also emphasizes the interdependence between agricultural districts and industrial centers, each necessary to the other, each contributory to the total well-being of America's economic structure.

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